

Memorandum

DATE: August 15, 1997
TO: M. A. Young
FROM: G. P. Mitchell
RE: *Winston "No Bull" Status*

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Week Ending 8/15/97

Mark,

Listed below is a brief status report on "No Bull" for the week ending 8/15/97.

Work With Schedule

Monday, 8/11	Division Office (8 Hours)
Tuesday, 8/12	W/W T/R Ron Lesniewski (8 Hours)
Wednesday, 8/13	W/W R/R Jackie Sorkin (8 Hours)
Thursday, 8/14	W/W T/R Bernadette Impellizzeri (8 Hours)
Friday, 8/15	W/W RM John Klein (8 Hours)-T/A Retail

"No Bull" Notes

* "No Bull" advertising presence is unbelievable!! After having the permanent advertising for a complete week we are totally dominating the marketplace. When consumers and vendors from other consumer goods companies comment on "No Bull" we know the message on Winston is being properly communicated. Territory rep assignments are a sea of *Red !!!* My only concern with our advertising is we are going to run out!! At the current pace in 2 weeks we will be out of most of the PDI which we were allocated. Can we get more? PDI pieces we desperately need additional quantities of are as follows: Change Mats, Large door / window decals, Tower displays, "No Bull" metal signs, and banners.

* Winston distribution continues to improve weekly. We are giving sales reps weekly feedback via the No. Jersey Bulletin, which we are copying you on weekly. Territory reps are doing a great job bringing in the box styles to calls and following up with a prebook. Of course, we are receiving the initial objection "I only sell soft packs." The Territory reps have been able to overcome this objection 95% of the time.

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* Consumer offers are very successful. Marlboro smokers usually say "No way I don't want Winston!" Once we explain the new proposition and get the product in their hands I think we are going to see a lot of positive results. Marlboro smokers love our product. "Smooth smoke with no after taste!" "Cool pack!" are just some of the positive comments. Important note: We have still not received the 2 pack free coupons! I contacted Phyllis and have not received a response. We need these coupons!

Dan and Marion conducted 70 consumer offers the first week!!

* The local performance contest which we are conducting has everyone fired up!! The sales/retail teams are very competitive!! The only problem we have seen is we need to contact more doors on a daily basis! As a result, John and I have decided to give bonus points to teams achieving 50 calls per week!

Thanks,

Greg

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